Dear Stewart TekStar Customer:

Thank you for buying a Stewart sign! This Owner's Manual is provided to guide you through the process of receiving, installing and operating your new sign. Please feel free to print it out in order to have it available for easy reference.

Read the manual carefully as there are important steps to be taken to assure maximum satisfaction with the delivery, installation and operation of your new sign and also to assure that the warranty will not be invalidated.

Care has been taken to provide a quality product that will serve you well for many years. If you are pleased with your new sign, please tell someone who also may have an interest in new signage. You can earn **$250** for each referral you give which results in a sale to an organization that we are not already doing business with by filling out the referral form on our website: www.stewartsigns.com/referral.

If you have access to the Internet, you will find answers to the most commonly asked questions at **www.stewartsigns.com/support/tekstar** 24 hours a day 7 days a week.

Welcome to the family of the thousands of satisfied Stewart sign owners. Remember to keep this Owner's Manual in an easily accessible place for all who will be responsible for your sign. If for any reason you are not entirely satisfied with your new sign, please contact our Customer Support Department at 1-855-841-4624.

Sincerely,
The Stewart Signs Staff

PLEASE READ CAREFULLY BEFORE YOUR SIGN IS DELIVERED

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SHIPPING AND FREIGHT CLAIMS

Shipping Your Sign

Your new Stewart sign will be shipped by common carrier. Great care is taken to ensure that each sign is properly crated to protect against shipping hazards. All Stewart sign products are shipped with an authorized transportation company in good undamaged condition. The products are packaged in approved containers or crates. Your signature is verification that you received the goods we shipped in the same good condition.

Transfer of Ownership

- **By law, ownership of the sign transfers from us to you when the sign is picked up by the trucking company at the place of shipping.**
  - If it is damaged in transit**,** it is the responsibility of the trucking company to have it repaired or replaced at the trucking company's expense.

- **The damage must be noted on the bill of lading.**
  - Failure to do so will result in refusal of your claim and non-payment for damage or loss.

- **You must uncrate your sign immediately upon delivery.**
  - If you do not uncrate your sign and at a later date you discover concealed damage, it will result in the refusal of your claim and non-payment for damage or loss.

International Shipments

In addition to the above requirements and information, your sign will arrive with any ancillary items (i.e. anchor bolts, washers, etc.) that were ordered, in or attached to the crate. This reduces your shipping cost and the chance of lost merchandise.

The packing slip will list all of the items included in the shipment and you will need to verify the inclusion and condition of each item before accepting delivery of your shipment.

Sign Delivery Details and What to Do in the Event of Shipping Damage

Your new sign will be shipped by common carrier. Your signature on the delivery slip is verification that you received the goods in good condition.

IF SHIPMENT IS DAMAGED, IMMEDIATELY CONTACT STEWART SIGNS AT 1-855-841-4624

Reporting Freight Damage

Do not sign the Delivery Receipt until you inspect the shipment for damage. The driver must wait until you sign the Delivery Receipt. Carefully inspect for obvious and/or concealed damage. If Stewart Signs cannot be reached, **refuse the damaged merchandise. Failure to note damage on the Delivery Receipt will result in the freight carrier's denial of your claim.**

1. ***OBVIOUS DAMAGE:*** All containers should be carefully inspected for visible and obvious damage. If any damage or shortage is discovered, the driver must indicate such on all copies of the delivery receipt and sign the statement. **In the event of damage, you should refuse the damaged merchandise and contact Stewart Signs.** Under no circumstances should you accept the delivery when damage is observed. Accepting delivery will only complicate processing and delay settlement.

2. ***CONCEALED DAMAGE****:* Indications of possible concealed damage inside containers may be: breaks, dents, tears, creases and holes in the protective wrap surrounding the sign crate or loose strapping. Call Stewart Signs Customer Support at 1-855-841-4624. **For complete coverage of any concealed damage, it must be discovered and reported on the day of delivery. If it is discovered and reported within 10 days of delivery, the coverage is reduced to 30%-50% of the claim and if it is discovered more than 10 days later, it will result in total refusal of the claim.**

3. ***MINOR DAMAGES:*** In case of scratches on the cabinet, touch-up paint is included in the crate. Do not attempt to paint the polycarbonate faces.

4. ***UNLOADING YOUR SIGN:*** Many freight companies will load a truck and send the driver alone to make deliveries. It is your responsibility to off-load your shipment. Upon notification of delivery, please arrange to have the appropriate amount of help available to assist in the unloading process. **Stewart Signs always recommends lifting equipment. Always think safety first.**

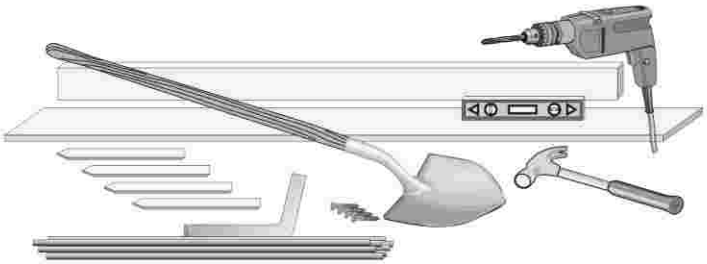
The following items are **NOT** part of the normal shipping charges. If required, additional costs will be incurred.

- Lift gates
- Changing a delivery address after the truck has left the factory
- Leaving the sign at the freight terminal waiting for delivery

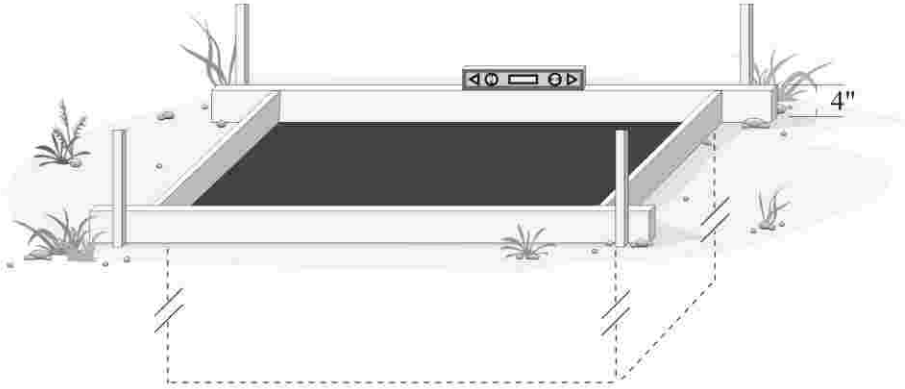
PRE-INSTALLATION

Preparing the Site

1. Assemble the tools/components needed.



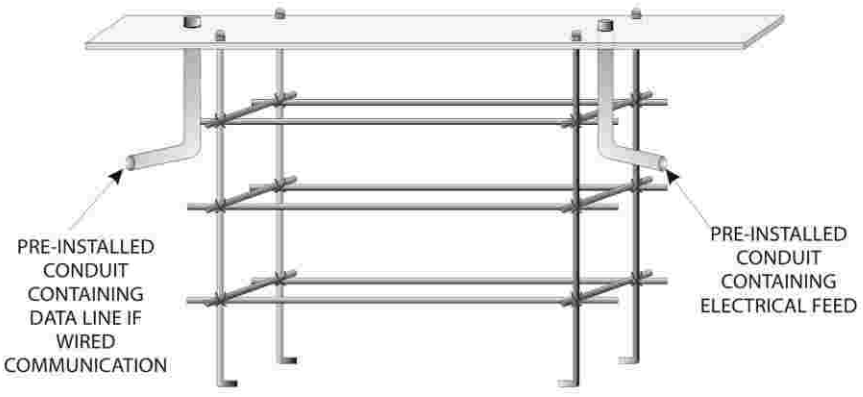
2. Dig and form hole.



3. Position anchor bolts on wood as shown on template in Owner's Manual.

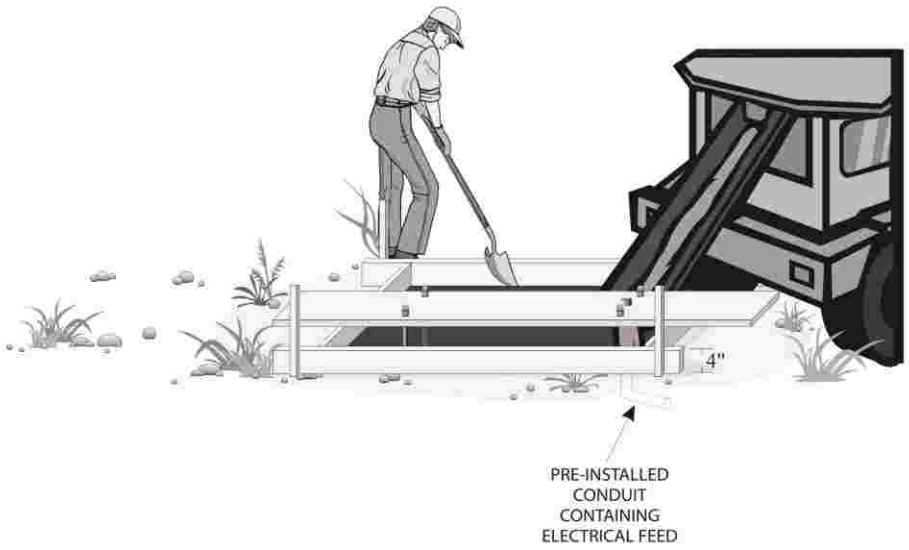
   Attach rebar with wire ties.

   Note: On single sided signs, facing sign, electric is in right leg and data is in left leg.


PRE-INSTALLED CONDUIT CONTAINING DATA LINE IF WIRED COMMUNICATION
PRE-INSTALLED CONDUIT CONTAINING ELECTRICAL FEED

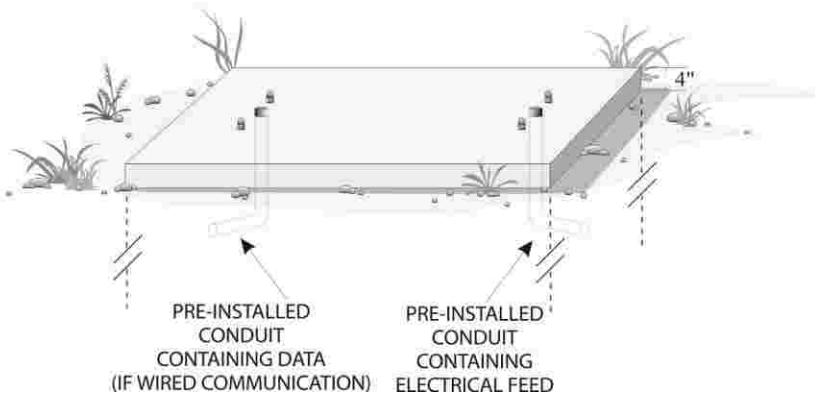
4

Center anchor bolt/rebar assembly in hole and secure to form.
Then pour concrete.



5

Finished site.
Pad should extend 4" above grade.



Offloading a Sign from the Delivery Truck

The following is one option you can use when offloading your sign from the delivery truck. If you feel more comfortable with another method, please utilize the option that best fits your unique situation.*

Be sure you know how much your sign weighs before organizing help for the delivery. Your sign consultant can give you the approximate weight of the crated sign weeks before it ships. As a general rule you should have one able person for every one hundred pounds. You will typically need a minimum of four people to offload the sign.

STEP 1

STEP 2

STEP 3

When offloading the sign, it is generally easiest when the sign is brought to the edge of the truck, tilted, and slid down as illustrated above. This typically results in never having to lift the entire weight.

Stewart Signs always recommends lifting equipment. Always think safety first.

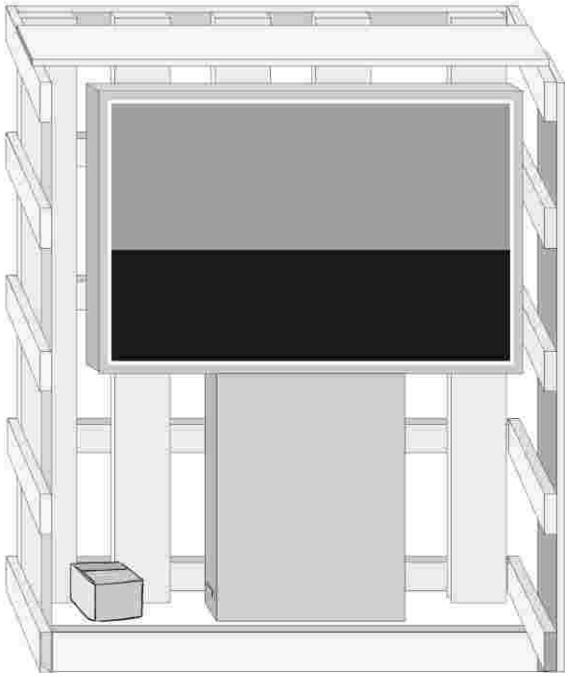
In addition, if the delivery truck cannot park near the installation site, removing the crate reduces the weight by 100-150 pounds.

**Please note that this document is meant as a guideline and the delivery process is the full responsibility of the customer. Stewart Signs and its employees are to be held harmless from the individual decisions and actions involved in the process.*

Uncrating Your TekStar

1. Uncrate and inspect all components immediately upon receipt.

2. Locate and remove touch-up paint from crate located in cardboard box, as shown in illustration.

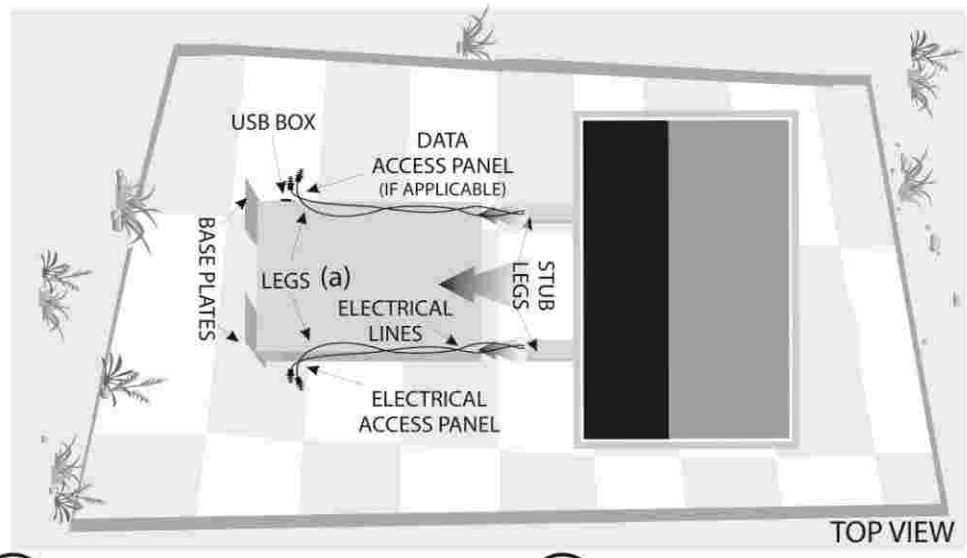


Sign Assembly

**Signs with an overall height under 8'6" arrive as a single component in which case steps 1-5 can be skipped.*

1. Lay the legs near the upper cabinet stub legs on smooth, level, protected ground.

   Do not remove the face(s) of the TekStar.

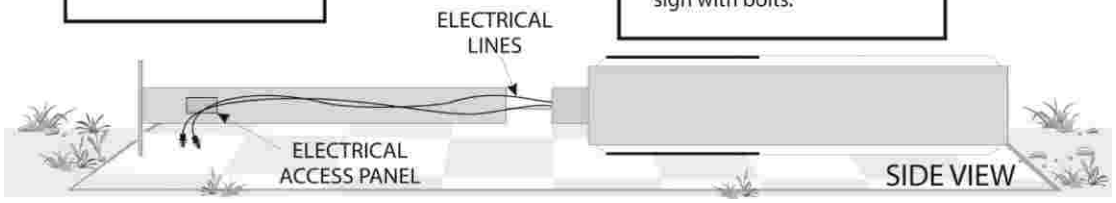


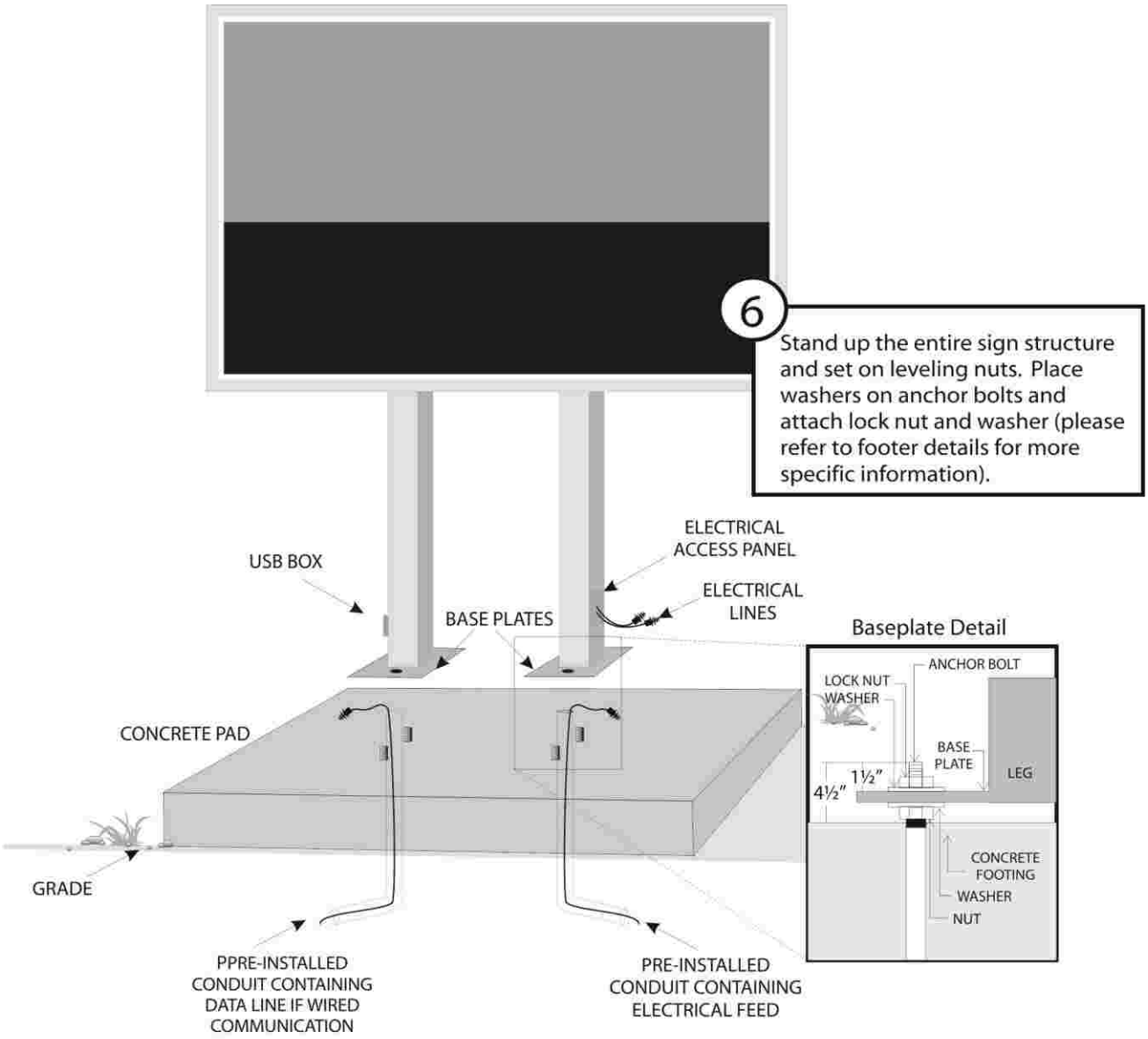
2. Pull the electrical lines out of the stub legs and feed electrical down the leg that has the electrical access panel.

3. Remove the bolts from the stub legs.

4. Slide legs or support structure on to stub legs, being careful not to pinch electrical wires.

5. Fasten the support structure to the stub legs of the sign with bolts.





7 After installation is completed, use touch up paint provided for coating small scratches on metal areas only.

MAINTENANCE

Cleaning and Maintenance for the Sign Face

MAKROLON ® SL

The proprietary UV-resistant surface on MAKROLON® SL sheet significantly improves long-term weatherability. Clean periodically with proper procedures and compatible cleaners to prolong service life.

For general cleaning, it is recommended that the following instructions and cleaning agents be used.

CLEANING PROCEDURES

1. Rinse sheet with lukewarm water.
2. Wash sheet with mild soap and lukewarm water.
3. Use a soft cloth or sponge and gently wash to loosen remaining dirt and grime. DO NOT SCRUB or use paper towels, brushes, or squeegees; the surface treatment on MAKROLON® SL sheet is not mar-resistant.
4. Repeat rinse and dry with a soft cloth to prevent water spotting.

COMPATIBLE CLEANING AGENTS

FORMULA 409®
JOY®
PALMOLIVE LIQUID®
TOP JOB®

BLEACH (mix 1-cup bleach to 1 gallon water to clean tracking using a soft paint brush. To get underneath tracking, rinse with a garden hose or a bucket of clean water)

*DO NOT USE BUTYL CELLOSOLVE, LYSOL® OR PINE-SOL® ON THE TREATED SURFACE.

GRAFFITI REMOVAL

DRIED EGG, SPRAY PAINT, PERMANENT MARKER

1. VM&P grade Naphtha (available at better hardware stores- this brand must be used)
2. Isopropyl Alcohol
3. Freon T.F.
4. Lacryl Thinner (this product can be ordered through Stewart Signs)

Cleaning and Maintenance for the Cabinet and Frame

Powder coat paint offers superior color and gloss retention along with graffiti, chip, and impact resistance.

CLEANING PROCEDURES

1. Rinse with water.
2. Wash with mild soap & water
3. Use a soft cloth or sponge (DO NOT SCRUB)
4. Repeat rinse & dry with a soft cloth to prevent water spotting

LIME DEPOSIT REMOVAL

1. A solution of 10 parts water to 1 part vinegar or
2. A solution of 1 part water to 1 part baking soda or
3. A basic rubbing compound

WAXING YOUR SIGN

ONCE A YEAR IS RECOMMENDED

1. Johnson Paste Wax®
2. Turtle Wax®
3. Meguiar's® Glaze

GRAFFITI REMOVAL

DRIED EGG, SPRAY PAINT, PERMANENT MARKER

1. 3M™ Bug & Tar (available at hardware stores)
2. WD-40®
3. Isopropyl Alcohol

Changing Lamps

Stewart signs have been designed to be as close to maintenance-free as any sign can be. However, you may occasionally need to change one of the energy efficient fluorescent lamps.

Note: You'll need a Philips screwdriver and a 5/16 nut driver.

1. Remove the three screws along the bottom on each side of the sign.

2. Once removed, lift up the bottom.

3. Remove any electrical tape securing the lamps in the sockets for shipping purposes. There is no need to re-tape new lamps. Remove the lamps by firmly grasping the tube with both hands and gently pushing toward the end which has the spring loaded socket.

4. To swing down the LED face, unlatch it from the frame.

5. Replace the burned out lamp with an equivalent high output lamp. The necessary information is found on one end of each lamp. If this is no longer legible, call Stewart Signs at 1-855-841-4624 and we will provide you with the information you need if it is not written on the label on the side of your sign.

HELPFUL HINT:

If you feel the sign is too bright when illuminated, you may find the following technique helpful. Using black electrical tape, wrap each lamp in a very loose "barber pole" fashion. Remember this is only to reduce the lamp output and too much tape will darken the sign.

It is recommended that you never turn your sign off:

- The small amount of heat generated by the large lamps and ballasts will reduce or eliminate harmful condensation.
- Lamps and ballasts will last longer.
- The cost of the electricity is so nominal that it will likely be less than lamp and ballast replacement.

Replacing a Ballast

The ballast controls the power flow to the fluorescent lamps. Depending upon the model of sign, one or more ballasts are required for each sign.

If your sign fails to illuminate, or if sections of the sign involving more than one lamp are dark, follow these simple steps:

1. If the entire sign fails to light, check the power source to the sign and electrical connections.

2. If individual lamps fail, use the procedure for replacing lamps located in on page E-3 and make sure that all lamps are firmly seated in their sockets.

3. Record the model numbers of all ballasts within the sign.

If your ballast is under warranty please contact customer support at 1-855-841-4624 with the model number for further instructions.

Troubleshooting

PROBLEM	POSSIBLE CAUSE	SOLUTION
A lamp is out.	• *Lamp burnt out.* • *Loose lamp.* • *Bad connection*	• *Change lamps.* • *Tighten lamps in socket.* • *Check connections.*
Several lamps are out.	• *Lamp burnt out.* • *Loose lamp.* • *Bad ballast.*	• *Change lamps* • *Tighten lamps in sockets.* • *Test ballast.*
Sign is out.	• *Individual lamp burnt out.* • *Power off.* • *Bad electrical connection to sign.* • *Bad ballast.*	• *Check each lamp.* • *Turn power on.* • *Check wiring.* • *Test ballast.* • *Call Stewart Signs Customer Support department.*

***Note: On single ballast signs only, one bad lamp may cause the whole sign to be out.**

It is the responsibility of the customer to consult with or hire a licensed, professional electrical contractor to electrically connect the sign.

Stewart Signs, under no circumstances or in any way, covers the cost of electrical problems due to faulty power source.

LED GRAPHICS LIBRARY

Download free graphics for your TekStar from our LED Graphics Library at www.stewartsigns.com/led. For a username and password, please email techsupport@stewartsigns.com.

WARRANTY

Definition of Warranty Coverage:
Stewart Signs (the "Company") expressly warrants to the original purchaser ("You" or "Buyer" or "Owner" or "Customer") that, for a period of five (5) years from the date of shipment (the "Warranty Period"), the electronic displays and the associated company products (the "Product") will be reasonably free of defects in materials and workmanship. During the Limited Warranty Period the Company will, at its discretion, repair or replace any defective covered product. This Limited Warranty only applies to the Company's Product if installed, used, and maintained in the manner recommended by Company and this Limited Warranty is conditioned upon compliance with all such instructions.

Sign Structure and Sign Face:
Under normal use and service should the sign structure or identification/changeable copy portion of the sign malfunction DURING THE LIFE OF THE SIGN due to defects in workmanship or materials, with the exception of lamps and ballasts, the Company will, at its option, repair or replace any defective materials.
Vandalism to Sign Faces: This limited warranty covers polycarbonate faces against breakage due to vandalism DURING THE LIFE OF THE SIGN. Warranty protection does not extend to these surfaces if damaged by gunshots, or when damaged coincident with the damage to the sign cabinet.

Failed electronic parts or assemblies will be repaired, exchanged or replaced, at the discretion of the Company. Telephone support is provided as needed during the warranty period. Removing and reinstalling repaired or replacement parts are the responsibility of the owner. Replacement or repaired parts are warranted to be free from defects in material or workmanship for ninety (90) days or, for the remainder of the Limited Warranty Period of the Product they are replacing or in which they are installed, whichever is longer.

The Company will repair failed LED pixels, if greater than 0.5% (one-half of one percent) of the total number of pixels in the sign have failed in one (1) year, provided the sign is installed with the recommended ventilation system for its location. The definition of pixel failure is when all LED's in the pixel will no longer emit light. Pixel repair is performed at the Company Repair Center. Owner bears the responsibility of transporting Product to Company's Repair Center. As known within the Sign Industry all LEDs degrade and produce less light as they age. Eventually the LEDs will require replacement even though the LEDs will still emit light. This Warranty does not cover normal LED degradation.

The Company will make reasonable attempts to repair failed radio components. The Company defines radio component failure as a radio component that does not transmit or receive data properly due to a manufacturer's defect. If the Company, at its discretion, determines a repair is unreasonable, replacement is not included in this Warranty and the third-party manufacturer's warranty will apply. Local site interference or obstructions may cause intermittent or complete failure of radio performance. This Warranty does not include the provision of replacement communication methods (such as wire, fiber optic cable, conduit, trenching or other solutions) for the purpose of overcoming local site interference. The Warranty does not cover electrical work external to the equipment, accessories, alterations, attachments, or other devices furnished by the Company. Batteries and metallic or fiber optic data cables are not covered.

Eligibility and Warranty Period:
This Limited Warranty is not transferable. Service under this Limited Warranty begins immediately upon shipment to the Customer or the Customer's Authorized Reseller. Unless otherwise stated the Limited Warranty period is 5 years.

Customer Obligations:
Failure by the Customer to properly maintain the Product, including but not limited to filters and the ventilation/air conditioning systems, will void coverage for affected components. The Customer shall notify the Company immediately of equipment failure and allow the Company full and free access to the Product when required. Waiver of liability or other restriction shall not be imposed as a site access requirement. The Customer is responsible for all costs and management oversight associated with providing the Company access to the Product, providing the necessary tools, machines, communication facilities and other equipment at no charge.

Exclusions and Restrictions:
The Company reserves the right to restrict service, limit replacement parts or invalidate this Limited Warranty to Customers whose account balance is past due. This Limited Warranty specifically excludes any on-site labor required to service the covered Product including diagnosis, removal and installation of parts or products. Any on-site service required by the Customer of Company technicians
or a local Authorized Service Provider is billable to the customer based on an agreed upon written quote.

This Limited Warranty does not apply to software. Software is covered by a separate Agreement, which appears in the seller's software license agreement. This Limited Warranty does not apply to any third-party hardware products or software, even if packaged or sold with the Company's Product. Manufacturers, suppliers, or publishers, other than the Company, may provide their own warranties to the
end-user purchaser, but the Company, in so far as permitted by law, provides their products "as-is". This includes, but is not limited to, electronic ballasts and radio components.

This Limited Warranty specifically does not cover the following:

1. Third-party communications devices such as wireless devices and modems, except that the Company will facilitate the return of such components to the manufacturer if they are still within the manufacturer's warranty;
2. Product that has been moved from its original installation location or is mounted in a mobile structure;
3. Cosmetic damage to the product (including but not limited to scratches, dents and broken plastic that do not otherwise affect the functionality of the Product or materially impair its use);
4. Temperature sensors will register results +/- 5 degrees given local environmental factors such as direct sunlight, distance from concrete or asphalt, etc.; results are not guaranteed or covered under this Limited Warranty.
5. Recovery or transfer of any data or software stored on the Product not originally installed on the

This Limited Warranty specifically does not cover conditions, defects or damage caused by or resulting from the following:

1. Defects caused by non-compliance with Company's instruction manual or any other such instructions;
2. Defects caused by unreasonable or unintended use of Product, improper or unauthorized handling, accident, omission, neglect, vandalism (unless otherwise noted in this Warranty), misuse, physical abuse, installation, use and/or fabrication, and maintenance of the Product by any party other than the Company;
3. Damage not resulting from manufacturing defects that occur while the Product is in the Owner's control and/or possession;
4. Extreme physical or electrical stress or interference; environmental conditions beyond the Company' control such as manmade or naturally occurring corrosives and metallic pollutants; normal wear and tear; inadequate, improper, or surges of electrical power; lightning, floods, fire, acts of God, war, terrorism, or other external causes, including Force Majeure.
1. Unauthorized modification including installation of third-party software on the Product.
2. Product modification or service by anyone other than: (a) The Company, (b) a Company Authorized Service Provider, or (c) Customer's own installation of Company approved parts with instruction from the Company. Computer viruses, Trojan horses, worms, self-replicating code or like destructive code which was not included in the Product by the Company.
3. Products installed with known or visible manufacturing defects at the time of installation.

All items returned to The Company must have a Return Materials Authorization (RMA) number, available by using the contact information below. Items received without an RMA number will not be processed and returned to the Customer at their expense. For exchange items, the number is included with the shipment of the exchange unit. The defective part must be returned to the Company or the Customer will be charged the price of a replacement part.

The Company will provide and be responsible for the cost of shipping parts from The Company to the Customer, with the exception of sign faces replaced due to vandalism. For shipments weighing less than 30 lbs, the Company will ship in the US/Canada using 2nd day delivery. For shipments over 30 lbs, or outside the US/Canada, the Company will ship out using ground delivery or service of its choosing. Expedited delivery is available to the Customer at their expense. The Customer will provide and be responsible for the cost of shipping parts to The Company.

Service to a damaged or malfunctioning sign which has not been ordered or authorized by the Company' Customer Support Department is not only not covered under this warranty, but also will immediately and automatically invalidate this warranty. Removing and reinstalling any and all repaired or replacement parts are the responsibility of the owner.

Warranty claims must be registered with the Company within thirty (30) days of damage or malfunction. To register a claim the Customer must contact the Company at the location specified below, providing your name and any other required contact information, a description of the Product, date of Product purchase, and nature of the defect, which may include, but is not limited to, written descriptions, photographs, video, defective parts or other evidence. The Company reserves the right to require proof of original purchase (e.g. paid invoice, receipt) and to visit the site of the installation or to require documentation of the claim before assuming any responsibility under the provisions of this warranty.

Title to the product passes to the buyer upon our delivery to the freight carrier. Loss or damage to the product when in possession of the freight carrier is the responsibility of the customer and the freight carrier is not covered by this warranty. Upon delivery, incidental blemishes and scratches are considered normal unless they can be viewed from 20 feet or more under normal use conditions. The Company assumes no liability for damage caused by careless handling or poor installation except for work completed by employees or agents of The Company. In the event the sign is damaged during shipping it is the responsibility of the buyer to refuse delivery causing the sign to be returned to the manufacturer for repair.

Any information or suggestion by the Company with respect to the Product concerning applications, specifications or compliance with codes and standards is provided solely for your convenient reference and are made without any representation as to accuracy or suitability. You must verify and test the suitability of any information with respect to the Product for your specific application.

THE LIMITED WARRANTIES SET FORTH HEREIN ARE THE ONLY WARRANTIES MADE BY COMPANY IN CONNECTION WITH THE PRODUCT. COMPANY CAN NOT AND DOES NOT MAKE ANY IMPLIED OR EXPRESS WARRANTIES WITH RESPECT TO THE PRODUCT, AND DISCLAIMS ALL OTHER WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. COMPANY'S SOLE OBLIGATION UNDER THIS WARRANTY SHALL BE TO REPAIR OR REPLACE MALFUNCTIONING OR DEFECTIVE PARTS OF THE PRODUCT. BUYER ASSUMES ALL RISK WHATSOEVER AS TO THE RESULT OF THE USE OF THE PRODUCT PURCHASED, WHETHER USED SINGULARLY OR IN COMBINATION WITH ANY OTHER PRODUCTS OR SUBSTANCES.

Limitation of Liability

No claim by Buyer of any kind, including claims for indemnification, shall be greater in amount than the purchase price of the Product with respect to which damages are claimed. IN NO EVENT SHALL COMPANY BE LIABLE TO BUYER IN TORT, CONTRACT OR OTHERWISE, FOR ANY SPECIAL, INDIRECT, INCIDENTAL, CONSEQUENTIAL, RELIANCE, PUNITIVE OR EXEMPLARY DAMAGES, OR FOR LOSS OF PROFIT, REVENUE OR USE, IN CONNECTION WITH, ARISING OUT OF, OR AS A RESULT OF, THE SALE, DELIVERY, SERVICING, USE OR LOSS OF USE OF THE PRODUCT SOLD HEREUNDER, OR FOR ANY LIABILITY THAT BUYER HAS TO ANY THIRD PARTY WITH RESPECT THERETO.

THE STEWART SIGNS REFERRAL PROGRAM

It's as Easy as 1-2-3!

1 **TO GIVE PROPER CREDIT, PLEASE INCLUDE YOUR INFORMATION:**

Your Organization's Name _____
Address _____
City _____ State _____ Zip _____
Your Name _____ Phone # (___) _____

---

2 **ORGANIZATIONS YOU ARE REFERRING**

*The organizations you refer must not currently be working with Stewart Signs.

Organization Name _____
Address _____
City _____ State _____ Zip _____
Contact Name _____ Phone # (___) _____

Organization Name _____
Address _____
City _____ State _____ Zip _____
Contact Name _____ Phone # (___) _____

Organization Name _____
Address _____
City _____ State _____ Zip _____
Contact Name _____ Phone # (___) _____

Organization Name _____
Address _____
City _____ State _____ Zip _____
Contact Name _____ Phone # (___) _____

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3 **HOW TO SUBMIT YOUR REFERRAL:**

Online: www.stewartsigns.com/referral
Toll Free Phone: 800-237-3928
Toll Free Fax: 800-485-4280
Email: marketing@stewartsigns.com with the subject line **REFERRAL**
Mail: J.M. Stewart Corporation
2201 Cantu Court #215
Sarasota, FL 34232

Publicize Your New Sign!

Most organizations acquire a sign to either identify their organization or communicate with their community. What better way to get free publicity than in a FREE newspaper article!

When an organization such as yours installs a nice new sign, it is a NEWSWORTHY event to most "hometown" newspapers. Many organizations have a "sign dedication" and invite the media to attend. You may prefer to simply notify the local media when the sign is installed so they can report their own story. Either way, properly notifying your local newspaper will increase the chance of them printing a story about your sign.

Whether you want them to print your story or have them visit your organization for a story of their own, here are some tips for preparing a PRESS RELEASE that should help you get a response from your local newspaper:

Make things easy for the Newspaper

- Provide the basic facts – who, what, when and where (exact time and date if you are planning a "sign dedication")
- Have a central contact person for more information
- Be available for follow-up questions

Make your point quickly

- Newspapers receive numerous press releases. To make yours stand out, title your press release in **BOLD** letters at the top of the page.
- What is the intended use of your new sign (i.e. identification, communication, etc...)?

Make it interesting

- Did the sign "solve" a specific need at your organization?
- Did you raise the funds for your sign in a unique way?
- Did members of the community request this sign?
- Did the community support the purchase of this sign?
- What comments have you received about your sign?

Always remember, "Less is more". Your information must fit on one page.
Don't be pushy. It is up to them if they run the article or not. Factual information is usually the most helpful, but remember, they will eventually publish as much (or as little) of your information as they want.
At the very top of the release print the words "FOR IMMEDIATE RELEASE"

Some examples are shown on the next few pages.

SAMPLE RELEASE

NEWS

FOR IMMEDIATE RELEASE
(Date 00, 20XX)

Smithville High School to receive a New Sign!

Principal Steve Sherman announced today that Smithville High School will be erecting a new marquee style sign this coming weekend.

Sherman states that announcements of the events at the high school are currently communicated through their public address announcements and periodic flyers. The new marquee will allow them to more effectively communicate their events to their students and the community.

The sign was paid for in part by the high school's student council. The students sold tickets to a talent show and auctioned off manual labor services such as mowing lawns, house cleaning and detailed car washing to raise money for the sign. Sherman states, "The community really supported both events. We have often heard complaints from parents and the community that they would have attended various events at the high school if they had only known when they were occurring. We know the sign will help keep everyone informed."

The sign dedication will be this Friday at 3:00pm.

For more information, please contact Mary Jones at Smithville High School at 377-6000.

SAMPLE RELEASE

NEWS

FOR IMMEDIATE RELEASE
(Date 00, 20XX)

Greenwood Baptist Church to receive a New Sign!

Pastor Bill Oakley announced today that Greenwood Baptist Church will be erecting a new marquee style sign this coming weekend.

Oakley states that announcements of the events at the church are currently communicated through their weekly bulletin and announcements at services. The new marquee will allow them to more effectively communicate their activities to their members and the community.

Greenwood Baptist Church started holding services in 1992 at the home of Mrs. Edna Johnson. In 1994, they acquired the land at their current location on Cedarville Road. Pastor Oakley, who has been leading the church since last year states, "Our new marquee is just another sign that we are a growing church! The expansion to our sanctuary will be completed next spring and we want everyone to know that you are welcome at Greenwood Baptist Church."
The sign dedication will be this Sunday at 4:00pm.

For more information, please contact Ellen Blosser at Greenwood Baptist Church at 465-0882.

CONTACT INFORMATION

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Sarasota, Florida 34232

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Website: **www.stewartsigns.com**

These additional resources are available on our website:

Sign Specifications
Amps
Ballast
Color Code for Wires
Lamps
Number of Crates
Voltage
Weight

Delivery
Tracking Your Sign (ABF Shipping)
Tracking Your Sign (Other Shipping)

Warranty
LED Sign Warranty

Damage
Freight Damage
Vandalism

Installation
Installation Video (Real Player required)
Assembling a DayStar Sign
Installing a Free Standing Sign
Installing a Masonry Mounted Sign

Using Your LED Sign
Downloadable Graphics
Hardware & Software Requirements